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(19)



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(11)

EP 1 071 287 A3

(12)

## EUROPEAN PATENT APPLICATION

(88) Date of publication A3:  
28.03.2001 Bulletin 2001/13

(51) Int. Cl.<sup>7</sup>: H04N 7/173

(43) Date of publication A2:  
24.01.2001 Bulletin 2001/04

(21) Application number: 00305841.9

(22) Date of filing: 11.07.2000

(84) Designated Contracting States:  
AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU  
MC NL PT SE  
Designated Extension States:  
AL LT LV MK RO SI

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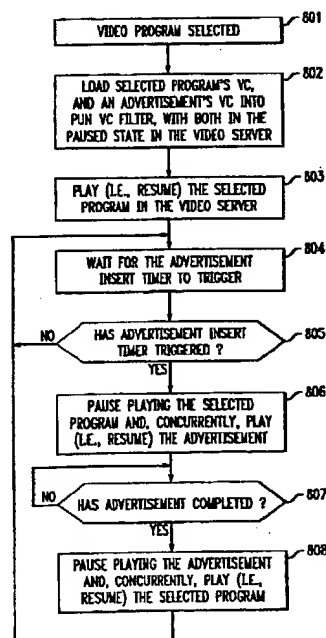
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## (54) Television advertisement delivery system and method

(57) An advertisement delivery system employs an advertisement delivery service that discourages viewers from channel surfing. To this end, advertisers agree to pay at least a portion, if not all, of the consumer's premium video services charges, if in turn, the consumer agrees to watch the advertisements targeted to him/her as a function of an agreed upon interest profile. Viewers and advertisers subscribe to the advertisement delivery service, and deliver specific advertisements to a subscriber as a function of, for example, the particular household it is being delivered to, type of program, time of day, day of the week, a subscriber's interest profile or the like. To this end, television programming and advertisements are supplied to subscribers from a central video server that is informed when a subscriber has made a change in the channel being viewed. Additionally, the video server can insert point-to-point advertisements, i.e., insert different advertisements directed toward different viewers or groups of views, even if the program to be viewed is a broadcast program. Channel surfing is discouraged in one embodiment of the invention by supplying the same advertisement in the same commercial interval to all the subscribed channels for a particular subscriber. In another embodiment of the invention, when channel surfing is initiated while an advertisement is playing, the advertisement payout is "paused" until the subscriber returns to the original channel that was being viewed. Once the subscriber returns to the original channel, the playing out of the advertisement is automatically resumed. In still another

embodiment of the invention, the subscriber is controllably inhibited from selecting a channel other than the one presently being viewed during the commercial intervals.

FIG. 8



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# EUROPEAN SEARCH REPORT

Application Number  
EP 00 30 5841

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X	WO 95 15658 A (DISCOVERY COMMUNICAT INC) 8 June 1995 (1995-06-08) * page 41, line 1 - page 46, line 23; figures 3,7 *	1,9,10, 18-20	H04N7/173
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			H04N
The present search report has been drawn up for all claims			
Place of search <b>THE HAGUE</b>		Date of completion of the search <b>8 February 2001</b>	Examiner <b>Beaudoin, O</b>
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

EPO FORM 1503 03.82 (P4/C01)

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EP 00 30 5841

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on  
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